



**Your Gateway to  
Mastering the  
Evolving World  
of Product  
Management**

Location: Adele H Stamp Student Union, University of Maryland, College Park Campus

# MARYLAND PRODUCT SYMPOSIUM

**November 14, 2024  
9:00 AM - 5:00 PM**

**Future-Proof Products and Services:  
Embrace a Risk-Wise, Customer-First Approach**

**Who should  
participate:**

- ✓ Product Managers
- ✓ Educators
- ✓ Industry Leaders

- ✓ Discover the shift from solutions-focused to opportunity-focused management
- ✓ Engage in groundbreaking discussions across Government and Industry Tracks
- ✓ Connect with peers and early adopters of this powerful new way of working

**Become Future Proof by  
Embracing Customer-Centric  
Product Management**



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INFORMATION &  
REGISTER NOW**

**OBJECTIVES**

**DISCOVERY**

1. Tackle Risks Up Front
2. Define Collaboratively
3. Outcome not Output

**DELIVERY**

# Product Symposium Agenda



A. JAMES CLARK  
SCHOOL OF ENGINEERING

PRODUCT MANAGEMENT

9:00 AM Opening Remarks

9:15 AM **Keynote: Michael Raynor, Innovation Pathways: How to Know Where You're Going When You Don't Know the Way**

Insight into the transition towards opportunity-focused Product Management and the critical role of discovery.

10:15 AM Morning Breakout Sessions

- **Government Track: Jonathan Terrell** - "Product Management in Government Procurement"  
Explore how Product Management principles can transform government procurement processes.
- **Industry Track: Vinay Aradhya** - "Strategic Product Management in the Commercial Sector"  
Strategies for elevating the role of Product Managers in commercial organizations to foster growth and innovation.

11:15 AM **Keynote: Umashankar Shivanand, Driving Innovation through Discovery**

The importance of continuous discovery in developing resonant and competitive products.

12:00 PM Lunch and Networking

1:00 PM Afternoon Breakout Sessions

- **Government Track: Kathe Peiffer** - "Agile and Product Management Integration"  
Implement agile methodologies within government to improve flexibility and user-centric development.
- **Industry Track: Kristyn Corrigan** - "Creating Customer-Centric Products"  
Leveraging customer insights to guide product development for enhanced satisfaction and loyalty.

2:00 PM Late Afternoon Breakout Sessions

- **Government Track: Joe Mariani** - "Innovating Public Services through Product Management"  
Case studies and strategies for applying Product Management to innovate and improve public services.
- **Industry Track: Marlon Hernandez** - "Market Leadership through Product Innovation"  
How to use Product Management to drive market leadership and respond effectively to competitive challenges.

3:00 PM **Closing Keynote: Robin Yeman, Catalyzing Change: The Impact of Product Management on Future Technologies**

A forward-looking discussion on how Product Managers are pivotal in adopting new technologies and methodologies to lead market transformations.

3:45 PM Networking and Wrap-Up Session

5:00 PM Adjourn

**Keynote Speakers plus  
Government and Industry Tracks**